

opc Bulletin

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Rooney Condemns News Profits In Speech to OPC Foundation

by Bill Holstein

Television news is so important that it should not be controlled by profit-making companies, but rather by a "quasi-government body," Andy Rooney, the CBS "60 Minutes" commentator, told the OPC Foundation annual scholarship luncheon.

In comments that already are causing a stir in the industry, Rooney, an OPC member, said that American society has traditionally not wanted some activities like the judiciary and the health care system to be dominated by the profit motive. With NBC part of General Electric, ABC part of Disney and CBS becoming part of Viacom, Rooney said the time has come for a debate about whether television news should be subsumed into large companies whose primary activity isn't news.

Rooney said: "The trouble with news now is money. Most of the decisions being made in television news now are not about news—they're about money. Corporate America was late discovering there was profit to be made with news and it's trying to make up for its slow start...Even in our free enterprise, capitalist economy, we agree that there are some things that should be independent of the profit motive."

Rooney was the featured speaker at

(Continued on Page 4)



The Dan Eldon Scholarship was given for the first time, to Columbia journalism student William Nessen. Amy and Kathy Eldon, sister and mother of Dan Eldon, flew in from London and Billy Nessen from East Timor for the scholarship luncheon.

A Few Minutes with...

Here is the text of Andy Rooney's speech at the scholarship luncheon of the OPC Foundation on January 24:

Because I dislike doing this sort of thing so much, I'm surprised to find myself pleased to be here.

I know why, too. I like the idea of being associated with young people who are interested in journalism. It amuses me to consider the possibility that fifty years from now, maybe one or two of you will remember that I spoke here when you were getting started.

I was thinking—50 years from now, I will have been on "60 Minutes" for 72 years.

For years I wouldn't use the words journalist or media because they sounded pretentious. I loved the word "newspaperman" when I was one and I never thought of myself as being part of "the media," but by 1960 you couldn't use that word

"newspaperman" anymore because it was sexist. "Newspaperperson" didn't have the same ring to it in my ears and anyway television news got so important that you always had to mention it in the same breath with newspapers. That got very cumbersome in sentences so now I reluctantly use both words, "journalist" and "media".

As much as I've always liked the word "reporter," I've always thought that was inadequate, too. A reporter, literally is someone who conveys information. A reporter, the way we misuse the word, is also the one who goes out and collects the facts that he later writes or relates.

The most important part of the job ought to be getting the facts, not the reporting of them, and we don't have a good word for that.

I have no idea where the ridiculous

(Continued on Page 4)

Inside...

Press Freedom.....	2
Scholarship Winners.....	3
People.....	5
New Members.....	7
In Memory.....	9
New Books.....	12

OPC Urges Turkish Press Freedom To Aid European Union Admission

by Larry Martz
and Norman A. Schorr

Freedom of the Press Committee

Turkey's recent postponement of the execution of guerrilla leader Abdullah Ocalan is expected to improve the country's case for membership in the European Union (EU).

Another needed stimulus for Turkey's EU membership is a drastic overhaul of the country's human rights record.

To start this process, the OPC Freedom of the Press Committee advised Turkey's President Bulent Ecevit, in a January letter, to establish and actively support genuine protection for free expression and free press.

Turkey has said that it understands EU's requirements for members to respect democracy, human rights and the rule of law. As reported in *The Economist* of October 23, 1999, Turkey has said that it does not expect to join the EU without satisfying these requirements. That is a sound decision and good news. The country has a long way to go in this field.

Turkey has the dubious distinction of being the country that imprisons more journalists than any other nation in the world, according to the International Press Institute. Turkey jailed 46 journalists in 1995, 78 in 1996, 29 in 1997 and 27 in 1998. In all these years not a single European Union member country was reported to be holding any

journalists in prison.

In that secular Muslim country, "arbitrary arrests, beatings and even torture are still widely used means of repressing information on the Kurdish question," Reporters Sans Frontières (RSF) pointed out: "In 1999, some 50 journalists have been arrested, sometimes in a rough manner. Torture and other violence by State agents remain constant...The legal system rarely imposes sentences for police brutality...all too often, the legislative texts adopted to fight terrorism were used to repress the press and censor democratic debate."

Turkey's abuses of press freedom in 1998 and 1999, which routinely included arrests, physical attacks, torture and imprisonment, were justified by one of these principal characterizations:

—Articles about the military were called "threats to national security."

—Critical opinions were called "insulting" to government officials.

—Articles about Kurdish issues were called "terrorist propaganda."

—Cartoons critical of state agencies were categorized as "insulting."

—Authors of articles reporting on liberal issues were found guilty of "inciting hatred and racial discrimination."

The OPC committee expressed hope that the unilateral cease-fire announced in September by the Kurdish Workers Party may open the way for an eventual accom-

modation based on recognition of "cultural rights" for Kurds, rather than the separatist political rights long denied, and that this peaceful resolution will end the repression of journalists who report on the conflict.

Another encouraging sign has been a call by Sami Selcuk, president of Turkey's appeals court, for a revision of the country's constitution. The present one, introduced in 1962 after a military coup, allows little enforceable protection of human rights.

A small step in improving the status of journalists occurred in August 1999, with the passage of an amnesty law. This measure suspends for three years legal action pending against journalists as long as they don't resume or continue the same practices that were the basis of the original lawsuit.

The OPC committee said that while it applauded any measure that could improve conditions for news media, it joined RSF in viewing the three-year probationary period as still repressive and capable of forcing the journalists involved to practice self-censorship.

Passage of the amnesty law led to the release of six journalists. About 100 journalists were said to be imprisoned at the time, "most having been accused of having links with terrorist groups."

OPC appealed for the unconditional

(Continued on Page 6)

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OPC Foundation Scholarship Winners



SCHOLARSHIP STUDENTS: Jason King, Deborah Ensor, Talia Starkey, Marcus Rubin, Jennifer Kahn, Cristiana Oliveira, Eric Burroughs, Tim Bugansky, Adam Karlin and William Nessen.

At the OPC Foundation scholarship luncheon January 24, 10 students received prizes of \$2,000 each. Following is a list of the winners, their colleges, the prize they won and a comment on each:

JASON KING

University of Rhode Island
Alexander Kendrick Scholarship

Jason spent five months at the American University in Cairo and wants to return for a masters in journalism. He told the judges about his contacts with individual Egyptians and why they couldn't accept the U.S. theory that a co-pilot intentionally crashed Egyptair 990.

ADAM KARLIN

University of Washington
David R. Schweisberg Scholarship

Adam, who is half-Burmese, went to Burma and described meeting a great-uncle, who in many ways was so gentle. Yet "he had used the decapitated head of a communist rebel as a soccer ball to intimidate revolting factions in the Shan hills when he served as an intelligence officer in the Burmese military."

ERIC BURROUGHS

University of Florida
Reuters Scholarship

Raised in a small town in Florida, Eric studied the French language in Paris and became particularly interested

in the European Monetary Union which he says "may very well be the harbinger of the world order to come (as) countries cede sovereignty to gain economically in today's global trade."

CRISTIANA OLIVEIRA

University of Wisconsin
**Harper's Magazine Scholarship
In Memory of I.F. Stone**

Cristiana captured the plight of Rio De Janeiro's street children by putting herself in the mind of a six-year-old child. "I know the police well enough to make sure I run as fast as I can if I hear the sirens," her child says. "I still have scars all over my body from the last time they caught me by surprise."

TIM BUGANSKY

Kent State University
**Harper's Magazine Scholarship
In Memory of A.J. Liebling**

Tim profiled the life of Indians in the north of Argentina. Although a third of Argentines live in Buenos Aires, those in the North Country chatter away in Indian languages, use their own provincial currency and eat a different diet based on corn. A stark contrast that speaks volumes about Argentina's complexities.

JENNIFER KAHN

Berkeley

Irene Corbally Kuhn Scholarship

Jennifer traveled to the Thai-Burmese border to "a town populated mostly by refugees, military intelligence agents and pink-and-black-spotted dogs dying slowly of some sort of tropical mange." She tried to make human suffering in this remote place of relevance to American readers.

TALIA LYNN STARKEY

Columbia

H.L. Stevenson Scholarship

Talia described the plight of the people in San Luis, Costa Rica, whose lives near remote forests are threatened by the advent of "eco-tourism." As affluent tourists in their air-conditioned vans flock to the area, the government has closed the peoples' paths into the forests to maximize tourism income.

MARCUS RUBIN

Columbia

Stan Swinton Scholarship

In Iran, Marcus discovered the cultural war between Iranians who want Western lifestyles and those trying to preserve Islam. He described going skiing with an Iranian woman. As they descended the slope, "men with semi-automatic guns and older women veiled in black became visible." The Revolutionary Guards were about to pounce.

DEBORAH ENSOR

Columbia

Theo Wilson Scholarship

Deborah went to a detention facility run by the U.S. Immigration and Naturalization Services in Elizabeth, N.J. to profile Kamil Yusuf, a 27-year-old Somali who was fighting against deportation. "If I go back, they will kill me," Yusuf said. "They can kill me very easily. I am a member of a minority clan."

WILLIAM NESSEN

Columbia

Dan Eldon Scholarship

William trekked through the back country of East Timor with guerillas fighting against Indonesian troops. "The two men walking point were high school mates who were tortured for months by military interrogators," he wrote. "Now they eagerly killed Indonesian soldiers."

A Few Minutes with Andy Rooney...

(Continued from Page 1)

word "correspondent" came from, even though I'm called one.

Some of you will become reporters. It's a very honorable and interesting profession. I have friends in about five areas of my life—old friends, family friends, neighborhood friends, college friends, wartime friends—but no group of good friends I have compares with the friends I have in the business who are reporters. I had a great friend named Hal Boyle who was probably the best reporter the Associated Press ever had. He could write a hard news story or a lively feature story with equal facility.

I was standing with Hal at a party one night when a woman came up and started talking to him. Hal had interviewed every president of his time, every important person in any field.

The woman finally said, "You must meet a lot of interesting people in your job."

Hal said, "Yes I do—and most of them

are other newspapermen." We were still using that word then.

One of the things you young people may not learn about journalism in journalism school is one of the things that journalists do most of...that's criticize the business we're in.

When a story comes along like the O.J. Simpson murder case or the Bill Clinton-Monica Lewinsky episode, all the journalists go to work on it. Pretty soon, the public still wants more, but journalists start feeling embarrassed about how much they've written about it.

So, they start writing about how much has been written about it. Finally, Frank Rich or writers at places like the *New Yorker* or *Vanity Fair* start writing about how many stories have been written about there having been too many stories written about it.

One of the lucky things about our self-criticism of the news business is, there is so much to be critical of. It's like Winston Churchill once said of former Prime Minister Neville Chamberlain, "He's a modest man...with a great deal to be modest about."

The trouble with news now is money. Most of the decisions being made in television news now are not about news—they're about money. Corporate America was late discovering there was profit to be made with news and it's trying to make up for its slow start.

I am not easy saying this in front of my friend, my boss, Andrew Heyward, but things are not going well for television news...not just at CBS but in television news everywhere.

No network has anywhere near the same number of correspondents in foreign countries or even in cities around the United States as they once did.

If you can believe it, CBS News used to have a full-time bureau in Warsaw, Poland. How much news did you hear from Warsaw last week? Do you think it's because nothing ever happens in Warsaw? Is it because Poland is of no importance in the world? It is not. It's because of money here in the United States.

Charles Kuralt was head of the CBS Bureau in Rio De Janeiro for two years. Who has that job now?



Andy Rooney

If a correspondent distinguishes himself on a network's primary news broadcast, he or she is taken off and assigned to a magazine show so the network can maximize its income from the correspondent's star quality. It's ironic that a great broadcast like "60 Minutes" is part of the problem. When Don Hewitt had the idea for that kind of broadcast and talked Bill Leonard and Dick Salant into letting him do it, they just wanted to put on a good news magazine. It seemed like a worthwhile idea and a useful one for the American public. They did not have money in mind. They were not businessmen. They were newsmen.

Look what's happened! "60 Minutes" has been a big money-maker and the sperm-donor in the birth of dozens of imitations of it. It turns out that a news magazine costs a network something like 20% what a situation comedy costs.

When I've said this to Don Hewitt, he always points out that those of us on the show making huge amounts of money are part of the problem. We're in on it. Well again, I hate to say this in Andrew's presence, but if I don't die or lose my marbles before my next contract is due, I'm going to demand twice as much as I'm making now and if I was approached by someone way up the executive ladder at CBS who was dedicated to news instead of money, I'd work for a quarter of what I make now.

I think it's safe to say the other correspondents, all of whom make lots more than I do, would also work for a quarter of what they make now. In other words, Mike would try to get along on three million dollars a year.

(Continued on Page 10)

FOUNDATION LUNCHEON

(Continued from Page 1)

the January 24 scholarship event at the Yale Club in New York that attracted more than 170 guests from news organizations, corporations, universities and governments. A high point of the luncheon was the unveiling of a 10th scholarship in the name of Dan Eldon, the American photographer who was killed in Somalia with several colleagues. His mother, Kathy Eldon, presented a \$2,000 check to the first winner of the scholarship, William Nessen, a Columbia University student who won for his description of accompanying East Timorese guerrillas in their jungle hideouts.

A description of the 10 scholarship winners is on page 3.

In another development this year, the Scripps Howard Foundation has donated \$50,000 to the OPC Foundation to endow permanently the scholarship given in the name of Irene Corbally Kuhn, one of the founders of the Overseas Press Club. That award went to Jennifer Kahn of Berkeley, who described the human suffering at the Thai-Burmese border.

PEOPLE...with Al Kaff

CHECHNYA: Seven U.S. and European journalists were stopped by Russian Interior Ministry forces at the front where Russian troops were battling Chechen separatists for control of Grozny Dec. 29, taken by helicopter to a Russian military base and held for nine hours before being released. Questioned separately, the journalists were told they lacked proper documents to be present in a combat zone. One of the detained reporters, **Daniel Williams** of *The Washington Post*, told his editor, "Apart from having to eat Russian cookies, we were not mistreated." The others were **David Filipov**, *The Boston Globe*; **Marcus Warren**, *The Daily Telegraph* of London; **Rodrigo Fernández**, *El País* of Spain; **Ricardo Ortega** and **Teimuraz Gabashvili**, Antena 3 of Spain; and **Michael Yassukovich**, a freelance photographer from Britain.

CORRALES, New Mexico: After 18 years as a freelancer, **Ken Englade**, a UPI Vietnam War correspondent who went on to write at least 14 books, non-fiction crime and U.S. Western fiction published by St. Martin's Press, Harper-Collins and others, finds the current market for authors too tough for him. "I start work Monday [Jan. 10] with the Air Force as the flack for the Airborne Laser Project, an experimental anti-missile system," he told the *Bulletin*. "I decided I can no longer make a living as a freelancer in the current market, so I had to seek regular employment....I can tell you some real horror stories about trying to deal with book and magazine publishers."

FAIRFIELD, Connecticut: Feeling great, *Bulletin* "People" columnist **Al Kaff**, 79, leaped back into action after angioplasty in January, his third since triple coronary bypass surgery in 1989.

GLENDALE, California: Gordon **Currie**, 82, a radio and newspaper correspondent for the past 65 years, refuses to let his November quintuple cardiac bypass surgery slow him down. "I've started rehabilitation exercises and as soon as my voice sounds right to me I'll resume my radio broadcasts," Currie told the *Bulletin* in January. He broadcasts a weekly commentary sponsored by

Hickory Point Bank on the CBS station in Decatur, Illinois, "commenting on anything that annoys me." Currie started on newspapers in his native Australia before World War II. During the war, he was a radio correspondent in the Pacific, then in Japan for a year and, after bouncing back and forth between papers in Australia and the *Los Angeles Times Mirror*, settled in the United States. "I've lived in the United States for 50 years without developing an American accent," Currie said, sounding every bit the Aussie.

HAVANA: Cuba is retransmitting Chinese radio programs to the Americas eight hours a day, Communications Minister **Silvano Colas Sánchez** said in December. The broadcasts are in Chinese, Spanish, Portuguese and English, Reuters reported.

HONG KONG: Gilbert (Tiger) **Cheng Chik-kong** is the new general manager of our reciprocal Foreign Correspondents' Club (FCC) of Hong Kong, succeeding **Robert Sanders**, who resigned last autumn after three years in the job (November *Bulletin*). Cheng joined the club's staff in 1972 and was promoted to deputy general manager last year. Announcing the appointment, Club President and new OPC member **Philip Segal**, *International Herald Tribune*, said no one knows more about "the physical working of the Club and all that goes into running it smoothly and effectively" than does Cheng.



Gilbert (Tiger)
Cheng Chik-kong

Meanwhile, three FCC board members resigned after club members last November overwhelmingly defeated a motion to remove Segal from the presidency (December *Bulletin*). They were correspondent member **David O'Rear**, The Economist Group, and associate members **William H. Arenson Jr.** and **Jon Rittger**, both businessmen. To replace them, the board appointed **Mishi Saran** of Reuters and businessmen **Dave Garcia** and **Martin Merz**. Non-journal-

ist members, who include businessmen dealing with China, outnumber foreign correspondents in the club, and some members have objected to press freedom statements from Segal that have upset the Hong Kong government and Beijing.



Pacita and David Roads

After a year of serious illness, **David Roads**, a correspondent member of the FCC since it was established in Hong Kong in 1949 and longtime resident of Hong Kong, reappeared in the club late last year with his wife **Pacita** and, with drink in hand, announced: "To quote **Mark Twain**, reports of my demise are greatly exaggerated." Roads, a former AP and New York *Herald Tribune* correspondent in Asia, was club president 1966-1967. He holds FCC Membership Card No. 3.

KINGSTON, Jamaica: To symbolize a muzzled press, several journalists and media executives donned face masks labeled "press" in Jamaica's Senate in December to protest a bill that would punish reporters who write about corruption investigations. The Corruption Prevention Act would set up a permanent committee to investigate government corruption, close corruption investigations to reporters and punish those who publish leaked information. Security Minister **K. D. Knight** criticized the demonstration: "I don't think that is the way to go to Parliament to show that you don't agree with a particular piece of legislation."

LOMÉ, Togo: Tightening its restrictive press laws in January, the west African nation of Togo increased the penalty for insulting its head of state from a maximum three-month suspended sentence to up to six months in prison and a \$310,000 fine. Reuters reported: "Rights groups have accused the government of President Gnassingbe Eyadema, in power for more than 30 years, of abuses, including trying to silence witnesses and journalists."

(Continued on Page 6)

LOS ANGELES: In Tokyo, Washington, New York and Los Angeles, foreign correspondents, past and present, can be forgiven for not knowing OPC member **James Colligan's** basic mission. In 1969 when he was a reporter based in Tokyo, Colligan, usually in mufti, joined our reciprocal Foreign Correspondents' Club of Japan (FCCJ) and over the years was elected to the board, chaired several committees and contributed cartoons and articles to the Club's *No. 1 Shimbun*. The FCCJ made him a life member, an honor granted to former presidents and a few select members. In 1994, Colligan flew to Washington to attend memorial services in the National Press Club for **Clara Desfor**, wife of Korean War Pulitzer Prize photographer **Max Desfor**. Transferred to New York in 1996, Colligan immediately joined the OPC and spent hours digging through our archives for photos to illustrate "Foreign Correspondents in Japan" [Tokyo: Tuttle, 1998], a history of the first 50 years of the FCCJ. He maintained his OPC membership after another transfer, this one to Los Angeles, where he hobnobs with old Asia correspondents including **Mike Tharp**, *U.S. News and World Report*, and **John Needham**, *The Los Angeles Times*. You might call Jim Colligan a press club

PRESS FREEDOM

(Continued from Page 2)

and immediate release of all imprisoned journalists.

The OPC committee strongly recommended to President Ecevit that "in creating Turkey's new posture, relating to democracy, free expression and free press," primary consideration should be given to the concepts embodied in the "Charter For a Free Press." This document was drafted by journalists from around the world under the leadership of the non-partisan World Press Freedom Committee, and endorsed by 20 press advocacy groups, including the OPC. The document is signed by Kofi A. Annan, Secretary-General of the United Nations, and by James H. Ottaway Jr., chairman of the World Press Freedom Committee, who also is vice president of Dow Jones & Company, publisher of the *Wall Street Journal*.

The OPC called President Ecevit's attention to the Charter's opening phrase which "speaks volumes" about the importance of a free press to a democracy: "A free press means a free people."

junkie. Actually, he's a Roman Catholic priest, following in the footsteps of such other correspondents as Father **Patrick O'Connor** of Ireland, who covered the Korean and Vietnam Wars and donated a Bible to the FCCJ bar, and Father **Archie Bryson** of Australia, who came to Japan at the end of World War II as an infantry chaplain and remained for many years as a correspondent. At year's end, Colligan wrote from the City of Angels: "In a parish homily on the Sunday before Christmas, about Gabriel appearing to Mary, I explained that angels are *minds without bodies*. They differ from us humans whose minds cannot function without a body, I said. At the church door after the ceremony, a workingman observed that we have so messed up this earthly paradise that we clearly differ from angels this way...as *bodies without minds*. We laughed."

MOSCOW: During the Cold War years, Soviet reporters worked in capitals around the world. In those times, most Soviet correspondents were better trained in local languages than were America's overseas journalists. The first Soviet correspondent to arrive in Manila after World War II, stepped from the plane and spoke to Filipinos in Tagalog, the Philippine national language that few people outside the Philippines bother to learn. But you could never be sure whether the Soviet correspondent was a newsman or a spy. Example: **Vladimir V. Putin**, who became Russia's acting president Dec. 31, spent 15 years as a KGB agent, mostly in East Germany posing as a TASS correspondent. Quoting from a German newspaper, **Michael Wines** of *The New York Times* wrote in January that a former East German espionage officer who worked with Putin said Putin, "who called himself Adamov, spoke excellent German—so well, in fact, that he could imitate German dialects."



Vladimir V. Putin

NEW YORK: Here are two World Press Freedom Committee reports relayed to the *Bulletin* by **Norman Schorr**, OPC board member and co-chair of our Freedom of the Press Committee. **Nizar Nayouf**, an ailing and imprisoned Syrian journalist, has been awarded the

1999 Golden Pen of Freedom Award by the World Association of Newspapers. Also, **Lucy Dalglish**, a Minnesota lawyer, is the new executive director of the Reporters Committee for Freedom of the Press, succeeding **Jane Kirtley**.

Meanwhile, the organization Reporters Sans Frontières reported that at least 36 journalists were killed on the job in 1999, almost double the 19 who died in 1998. Highest national tolls last year were 10 killed in Sierra Leone and six each in Serbia and Colombia. Among the 85 journalists held in jail at year's end, 13 were imprisoned in Myanmar, 10 in Syria and nine each in China and Ethiopia.

America Online's January announcement that it will purchase Time Warner in history's biggest merger (valued between \$156 billion and \$350 billion depending on how you do the math) touched off reaction around the world from pundits, editors, reporters, columnists, CEOs, stock analysts, media critics and academics. An intriguing comment came from **Robert A. McChesney**, a professor of communications at the University of Illinois, quoted by **Felicity Barringer** of *The New York Times*: "Good journalism is bad business and bad journalism is, regrettably, at times good business."

After leaving *The New York Times* last November (December *Bulletin*), **A.M. (Abe) Rosenthal**, started writing a weekly column in February for the *Daily News* that calls itself "New York's Hometown Newspaper" and devotes far less space to national and international news than does *The Times*. With an office in the *Daily News*, Rosenthal will be invited to attend editorial board meetings, said **Michael Goodwin**, editorial page editor of the *Daily News*. At his new job, Abe joined two former *Times* colleagues. Goodwin earlier was a *Times* reporter, and **Sidney Zion**, a *Daily News* columnist, was hired years ago by Rosenthal as a *Times* legal reporter. Rosenthal, 77, an OPC award winner, spent 55 years with *The Times* as a reporter; foreign correspondent in India, Warsaw, Geneva and Tokyo; editor and columnist. He told **Glenn Collins** of *The Times* that he has no qualms in writing for his former competitor: "I don't think the *News* and *The Times* are going to destroy each other."

A book edited by OPC board member **Richard Stolley** has spent weeks on several bestseller lists including *The New*



Richard Stolley

put together the book, "Life: Our Century in Pictures" [Bulfinch/Little Brown], an album of photographs from *Life* magazine plus essays on the past century.

When CBS News anchor **Dan Rather** broadcast from Times Square on New Year's Eve, a digitally-created billboard advertising CBS News appeared on the

York Times, *The Washington Post* and the *New York Daily News*. Stolley, a senior editorial advisor at Time Inc., and **Tony Chiu**, a freelance editor and writer who formerly worked at Time Inc.,

side of the General Motors building, blocking out the NBC-sponsored sign actually on that building. Later Rather called use of the digital image "a mistake" that he regrets. Others in CBS defended the decision. On Jan. 12, **Bill Carter** of *The New York Times* quoted Rather, an OPC member: "There is no excuse for it. I did not grasp the possible ethical implications of this and that was wrong on my part." In a news conference in Pasadena, California, OPC member **Andrew Heyward**, president of CBS News, said digital technology is used on its morning news program, "The Early Show," as "a whimsical and creative way to display our logo in various and unlikely places," but he added that its use on Rather's broadcast was "a closer call." Rather was not involved in the decision



Billboard advertising CBS.

to use the computerized sign on his news program, Heyward said.

Marcus Brauchli, former China bureau chief for *The Wall Street Journal*, became the newspaper's national editor in January. In October, he was transferred from China to New York and worked as a news editor on the national desk until his promotion.

OPC member **Charles Sweeting** often plugs OPC facilities and programs in *Union Jack*, the New York newspaper for British and Commonwealth expatriates. His latest: "No praise can be too great for the OPC." Now he's leaped full speed onto President **Roy Rowan's** drive for new members, proposing three: Tasmanian author **Elizabeth Sharland** (see "New Books"); Major **Robert Bartholomew**, ex-Royal Corps of Signals; and **Gary Shapiro**, New York's *Forward*.

In December, **Chan Sheng-mai**, a Chinese reporter who married **Claire Chennault** (1890-1958), World War II commander of the Flying Tigers in China, was named Asian-American Woman of the Century by the American Chinese Women's Association, composed of women from China and Taiwan. At the end of World War II, Chan, then a reporter for China's Central News Agency, was assigned to interview General Chennault. That meeting led to their marriage. Author of some 50 books in English and Chinese, Chan, now known as **Anna Chennault**, lives in Washington and is active in Republican party politics. She left early



Anna Chennault
(Continued on Page 8)

Welcome to Our New Members

Tad Bartimus

Columnist "Among Friends"
The Women Syndicate
Hawaii
active non resident

Susan Berfield

International Finance Editor
Business Week
active resident

William Michael Brown

Deputy Chairman
The Thomson Corporation
active resident

Karen Curry

Bureau Chief/Vice President
Cable News Network
active resident

Murray Fromson

Professor of Journalism
University of Southern California
active non-resident reinstated

Hugh David Scott Greenway

Editorial Page Editor
Boston Globe
active non resident

Michael Sean Hoppen

Director
Hulton Getty Images
associate overseas

Cristina Lindblad

Latin America Editor
Business Week
active resident

Preston Mendenhall

International Correspondent
NBC News London—MSNBC
active overseas

Michael Moran

Foreign Editor
MSNBC
active resident

Philip Segal

Hong Kong Special Correspondent
International Herald Tribune
President
Foreign Correspondents' Club of
Hong Kong
active overseas

Anita Snow

Havana Bureau Chief
Associated Press
active overseas

Gene Sosin

Retired
Radio Free Europe/Radio Liberty
associate resident reinstated

Kelly Smith Tunney

Director of Corporate
Communications
Associated Press
active resident

ADMISSIONS COMMITTEE

George Bookman, chair
Elinor Griest
Dwight Sargent

PEOPLE

(Continued from Page 7)

from the New York City dinner honoring her to fly to Macao, where she had been invited to attend the ceremony handing over to China the Portuguese colony of Macao, the earliest European settlement in China.



Kit Roane, a former stringer for the *Houston Chronicle* in Mexico and for *The New York Times* in Bosnia and Los Angeles, has joined the New York bureau of *U.S. News & World Report*. For the past three years, he was a *Times* reporter in New York City.

OSLO: **Stein Viksveen**, Brussels correspondents for the Norwegian newspaper *Aftenbladet*, has been charged with spying for the former East Germany and was at large "somewhere in Europe" in January, his newspaper said.

OVERLAND PARK, Kansas:

Shirley Christian: "I swore I would never do this—write the same Christmas letter to everybody." But she did. Christian, a former reporter for AP, *The New York Times* and *The Miami Herald* in New York, Latin America and Washington, and winner of the 1981 Pulitzer Prize for international reporting, announced in her 1999 Christmas letter that she is



Shirley Christian

working "on a new book that excites me more than anything I have done for many, many years." With the working title "Before Lewis and Clark: The Chouteau Dynasty of French America," the book will deal with the family of French fur traders who helped open the U.S. Middle West to settlers. The Chouteaus founded St. Louis and the outposts that became Kansas City and Fort Pierre, South Dakota; put down the first European roots in what is now Oklahoma; became partners with John Jacob Astor in the fur trade; started steamboat service on the upper Missouri River; and outfitted Meriwether Lewis and William Clark for their exploration of the American continent from St. Louis northwest to the Pacific Ocean. Farrar, Straus & Giroux plans to publish Christian's book in 2004, the 200th anniversary of the start of the Lewis and Clark expedi-

tion. "I guess this ensures that I'll someday be able to tell St. Peter that I had a productive working life extending into two millennia," Shirley wrote.

SIOUX CITY, Iowa: **Nicholas Kristof's** datelines include Hong Kong, Beijing, Tokyo, Sioux City and Sloan, Iowa (population around 900). After 13 years of reporting from China and Japan, Kristof of *The New York Times* in January was covering the Iowa campaign of U.S. Vice President Al Gore, who is seeking the Democratic nomination for this year's presidential election. OPC member Kristof and his wife, fellow *Times* correspondent **Sheryl WuDunn**, returned to the United States from Tokyo last summer to complete their second book and start new assignments for *The Times* (October *Bulletin*). Kristof and WuDunn won the 1990 OPC Hal Boyle Award and the Pulitzer Prize for their coverage of Tiananmen Square.

TEHERAN: Because of space limitation, the *Bulletin* has been unable to keep pace with Iranian court decisions against both reform and conservative newspapers and their publishers. A brief recap: In November, the Special Court for Clergy ordered the immediate closure of *Khordad*, a reformist newspaper run by Muslim cleric **Abdullah Nouri**, 50, but in December his supporters resumed publishing his newspaper under a new name *Fatth* (Victory). Nouri was sentenced to five years in jail and five-year banishment from political activity and fined 15 million rials (about U.S.\$5,000). But an order to receive 74 lashes with a braided leather whip was set aside. He was convicted of heresy for articles published in his newspaper. **John F. Burns** of *The New York Times* wrote that Nouri "has been compared by Iranian reformers to Martin Luther."

Also in November, **Mashallah Shamsolvaezin**, an editor at a pro-reform newspaper banned by the courts, was arrested for defying an order to appear in court on charges of insulting Islam. Earlier after a campus journal published a satirical play that a court ruled insulted Islam, two students were sentenced to three years in jail and a third to six months.

In December, a jury in a press court that has closed several reformist publications handed down a lenient ruling against a conservative newspaper. **Massoud Dehnamaki**, publisher of the

banned hard-line weekly *Shalamcheh*, was convicted of insulting a senior Shiite Muslim cleric. But the jury ruled that the publisher "deserved leniency."

TEL AVIV: **Ofer Nimrodi**, publisher of the daily *Maariv*, was charged on Dec. 26 with trying to arrange the murder of a witness against him in a wiretapping case that developed during a newspaper circulation war. A Nimrodi lawyer called the indictment "very, very lean" and said the publisher was the victim of an extortion attempt. Nimrodi's newspaper and its main competitor, *Yediot Ahronot*, were involved in a circulation war when, around 1994, senior officials from both papers started wiretapping each other. Nimrodi received a five-month sentence for illegal wiretapping and was released last February, but conviction of **Moshe Vardi**, *Yediot's* editor, was thrown out on appeal. AP reported that the murder plot indictment contends that Nimrodi hired a private investigator to lure a witness against him to Malaysia or Thailand where the witness would be killed or drugs planted on him so he would be arrested and imprisoned.

TOKYO: *U.S. News & World Report* has closed its Tokyo bureau and transferred **Steve Butler**, its Japan correspondent for the past six years, to Washington as the magazine's chief economics correspondent. Before joining *U.S. News*, Butler reported for the *Financial Times* from London, Seoul, Singapore and Tokyo. A stringer now protects *U.S. News* in Tokyo.



Paul Addison, former Tokyo bureau chief of Bloomberg Business News, now is in charge of recruiting and training for Bloomberg's Asia-Pacific Region, where about 200 reporters and editors work in Bloomberg's print news department. Replacing Addison in Tokyo was **Joe Winski**, formerly Bloomberg's Chicago bureau chief.

VIENNA: For many year's, OPC member **Walter Cronkite** has gone to Vienna to comment and report during the annual television broadcasts of the New Year's concerts performed by the Vienna Philhar-



Walter Cronkite

monic. On this past New Year's, Vienna awarded him its Golden Medal of Honor for his service to the orchestra.

WASHINGTON: Twice a year, the Pew Fellowships in International Journalism selects early and mid-career U.S. journalists for two months of study at The Johns Hopkins University School of Advanced International Studies followed by five weeks reporting from overseas. The fellowship program is directed by OPC member **John Schidlovsky**. Eight journalists who started their fellowships in January and the countries from which they will report: **Raney Carol Aronson**, ABC News, India; **Anne Barnard**, *Philadelphia Inquirer*, Russia; **Jimmie L. Briggs**, New York freelance, Uganda; **Leslie Knopp**, KGW-TV, Portland, Oregon, Indonesia; **David Aquila Lawrence**, Albion, Maine, freelance, Iraq; **Andrew Metz**, *Newsday*, Middle East; **Laura Peterson**, San Francisco freelance, Turkey; and **Janet Reitman**, New York freelance, Sierra Leone. Deadline for applying for the autumn program is April 1. Contact: telephone (202) 663-7761, fax (202) 663-7762 or e-mail pew@mail.jhuwash.jhu.edu

IN MEMORY

Edward R. Cony, 76, former president of the Dow Jones division that publishes *The Asian Wall Street Journal*, died in a Santa Cruz, California, nursing home Jan. 9 of pneumonia and complications from Alzheimer's disease. Cony joined *The Wall Street Journal* in 1953 as a reporter in its San Francisco bureau. After working as bureau chief in Los Angeles and Jacksonville, Florida, he became the newspaper's managing editor in 1965. Later he was executive editor of Dow Jones publications and news services, then vice president of Dow Jones and, from 1976-1977, headed the division that publishes the Hong Kong-based Asian edition. His later posts included Dow Jones vice president for news and associate editor of *The Journal* from 1986-1988, when he retired. Cony won the 1961 Pulitzer Prize for national reporting with articles on business ethics in the timber industry.

Robert C. Wilson, 83, who as an AP correspondent was shot down behind German lines during World War II and later worked for *U.S. News & World Report*, died Jan. 4 in a Washington hospital. He had Parkinson's disease.

Wilson was covering Allied airborne operations across the Rhine River in March 1945 when the troop carrier aircraft he was aboard was shot down behind German lines. He parachuted from the plane, hid in a farmhouse with British soldiers and, when the house came under attack, crawled through fields amid artillery fire until reaching advancing U.S. soldiers. For AP, he was based in Albany, Syracuse and New York City before going to Europe, where he was assigned to the London and Paris bureaus. In 1955, Wilson joined *U.S. News* in Washington, covering Capitol Hill and serving as a news editor until retiring in 1978.

Thomas G. Button, 68, who became an editor at *The New York Times* after working on newspapers in New Zealand and Canada, died Jan. 3 in Brooklyn, New York, of pneumonia. From 1968-1992, he edited various Sunday sections of *The Times* including Week in Review, Arts & Leisure and Travel, and then became an editor on the foreign desk and the news desk. He retired from *The Times* three years after being diagnosed with bone marrow cancer. Beginning his journalism career at age 17 in his native New Zealand, Button was assistant managing editor of *The Toronto Star* at 28. After leaving *The Times*, he and his wife, advertising executive **Elizabeth Margaritas**, who survives, purchased two New York City community newspapers: *The Villager* in Greenwich Village and *The Downtown Express* in lower Manhattan. They sold the papers last October because of Button's declining health. He wrote several books including "The Czar's Lieutenant, The Soviet Marshal" [New York: Praeger, 1984], a biography of Marshal Mikhail N. Tukhachevsky, Lenin's youngest general in the Bolshevik revolution; and three biographies published by Chelsea House, New York: "Pierre Elliott Trudeau" [1986], "Mikhail Gorbachev" [1986] and "Ivan the Terrible" [1987].

Although he came to television from the theater-owning business, **Leonard H. Goldenson** understood the importance of TV news. Goldenson, who died at his home in Sarasota, Florida, Dec. 27 at age 94, bought American Broadcasting Company in 1953 when it was nearly bankrupt and built it into one of the three major U.S. networks.

"ABC's news division gathered strength under Goldenson, with 'Good Morning America' and 'World News Tonight' rising to the top of the ratings," AP reported. **Felicity Barringer**, a *New York Times* media reporter, wrote: "He [Goldenson] presided over the creation of television staples like 'Monday Night Football,' the mini-series and the late-night news program 'Nightline' [anchored by **Ted Koppel**]." Goldenson bought ABC for \$24.5 million when it owned five stations and had eight affiliates. Thirty-three years later, Goldenson stepped down after engineering a \$3.5 billion merger of ABC and Capital Cities Broadcasting. The network then owned eight stations and had 210 affiliates.



Leonard Goldenson ing a \$3.5 billion merger of ABC and Capital Cities Broadcasting. The network then owned eight stations and had 210 affiliates.

Richard J. Cattani, 63, who held every major reporting, editorial and administrative position at *The Christian Science Monitor*, died Dec. 24 at his home in Wellesley, Massachusetts, following a long illness. He joined *The Monitor* in 1968 and was editor from 1988-1994, when he became editor at large. He retired in 1997.

John Paton Davies, one of the diplomats forced out of the U.S. State Department during Senator Joseph McCarthy's Communist witch hunt in the 1950s, wrote newspaper articles on foreign affairs and was married to **Patricia Grady** in India in 1942 when she was a correspondent for *The Washington Post*. She survives following his death Dec. 23 at their home in Asheville, North Carolina, at age 91. Born in China's Szechuan province to Baptist missionaries, Davies was a diplomat in China who warned Washington that Mao Tse-tung's Communists would win a civil war against Chiang Kai-shek's Nationalists, who were supported by the United States. During the Cold War, Davies was investigated in security probes. No evidence of disloyalty was found, but



John Paton Davies

(Continued on Page 10)

PEOPLE

(Continued from Page 9)

after he was accused of "selling out" Chiang by Senators McCarthy and Patrick A. McCarran and the so-called China lobby that included *Time* magazine founder **Henry Luce**, Secretary of State John Foster Dulles asked Davies to resign. He refused and Dulles fired him. But in 1969, the State Department exonerated Davies. After government service, Davies wrote articles for newspa-

pers and books on U.S. involvement in Vietnam and Latin America and on American, British, Japanese and Russian encounters with China. In 1943, Davies, then a diplomat in China, along with CBS radio correspondent **Eric Sevareid** and 15 other passengers were forced to parachute from a disabled C-46 transport plane flying from India to China. Davies jumped first, his attaché case tucked inside his shirt. It took a month for the group to walk out of the jungle,

and Sevareid reported that Davies rallied them when it seemed impossible to go on and gave him his last cup of water. For leading the group to safety, Davies was awarded the U.S. Medal of Freedom.



C. Rodney Smith, 97, who is credited with restoring morale at Radio Free Europe after the Soviet Union crushed the 1956 Hungarian revolt, died Nov. 28 at his home in Annandale, Virginia. A retired U.S. Army major general, Smith was director of Radio Free Europe in Munich for seven years starting in 1960. **Paul Gobel**, a spokesman for the radio service, said: "Rodney Smith restored morale at Radio Free Europe after the Soviet crackdown triggered by the 1956 revolt in Hungary and helped Radio Free Europe build up the democracy movements of the late 1960s." **Nick Ravo** wrote in *The New York Times* that when Smith was appointed "Radio Free Europe was in turmoil in the wake of the Hungarian uprising in 1956. Many believed that the radio system, which was then financed by the Central Intelligence Agency, helped incite the revolt against a hard-line Communist government and led Hungarian freedom-fighters to believe that the United States would intervene. No such assistance arrived and the revolution was quickly crushed by the Soviet Union." A 1926 West Point graduate, Smith served 31 years in the U.S. Army Corps of Engineers, retiring in 1957 when he was the Army's deputy chief of engineers.



Gale Douglas Wallace, 90, a United Press correspondent in Latin America before and during World War II, died Nov. 7, also in Annandale, Virginia. Among the stories he covered was the December 1939 scuttling of the German pocket battleship "Admiral Graf Spee." British cruisers had battled the German ship in the South Atlantic until it reached Montevideo, a neutral port. Several days later, the "Graf Spee" left harbor and surprised the waiting British by being scuttled in mid-channel. The German crew was interned, and the commander committed suicide. After reporting from South America, Wallace became UP's Latin American editor in New York City. He left the wire service in 1951 to work in public relations and later held several U.S. government jobs before retiring in 1981.

A FEW MINUTES WITH...

(Continued from Page 4)

I really believe something good has to happen to news. If we're going to get good politicians elected by people who know what the issues are, news is critical to the health of a democracy. I'd like to see Nielsen come up with a way to rate the top 10 television shows not by numbers but by the collective IQ of their audiences. This would be good for news. It might put an end to the success of such mindless shows as "Who Wants to Be a Millionaire?"

Mostly though, I wish someone fabulously wealthy, like Bill Gates, would buy a network and say to the news department, "Here's a couple of billion dollars a year. Do it right. I'm not going to interfere. I'll get my money back from the entertainment division." If Bill Gates isn't interested...Mel Karmazin might be another possibility.

I was angered by the recent story about the government, in effect, paying networks to put anti-drug propaganda into some of their dramatic shows. Why not add a couple of fake stories to the Evening News, too, you know...as long as they're for a good cause.

They just don't get it. For the government and the network to engage in deliberate propaganda—no matter what the cause is it's still propaganda and if it's for a good cause one time, it can be for a bad cause once the system is established, next time.

All in all, things aren't going well for the news business anywhere. It seems to be going in the same direction as the drug companies, the banks, the entertainment giants. It's merging, but when you eliminate a news operation by folding it into another, it's more seriously bad for the country than when two drug companies merge for money. It's all sodium acetyl salicylate no matter whose label is on it.

I fail to understand whatever happened to the Sherman Anti-Trust Act passed in 1890.

In the back pages of the business section of *The New York Times* last Friday there was a one-column story about a deal that's been made for ABC and *The New York Times* to share news. I thought it looked as if the *Times* was trying to bury it so no one would notice. The superior attitude the *Times* takes toward television seems at odds with going into business with ABC. ABC already went into business with Disney...which makes the *Times* a second cousin to Mickey Mouse.

NBC already has a deal with *The Washington Post* and CBS probably has something like Reuters up its corporate sleeve.

Television news is so important that it ought somehow be protected. Maybe it could be bought and paid for by all the people of the U.S. through an impartial quasi-government body. There are precedents for this sort of thing. Even in our free enterprise, capitalist economy, we agree that there are some things that should be independent of the profit motive.

No one is supposed to make money off religion. Our system of justice operates without being listed on the stock exchange and neither news or health care should be operated for profit either.

I'm offended when I hear a commercial for a hospital or see a doctor advertising. I don't like news organizations promoting themselves.

You young journalists who have won these scholarships are to be congratulated and I hope you understand that I didn't want to be critical today of the profession you have chosen as your life's work. I simply wanted to teach you a lesson.

The lesson is this: "Being critical of the profession is a big part of a journalist's job."

NEW BOOKS

(Continued from Page 12)

remarkably clear-headed about the many competing versions of Ukraine's history and its mostly invented heroes."

- Winner of the 1999 National Book Award for non-fiction, **John W. Dower's** "Embracing Defeat: Japan in the Wake of World War II" [New York: Norton/The New Press] is an account of how Japanese lived through the Allied Occupation, 1945-1952, after Emperor Hirohito, on the day Japan surrendered, instructed his people to "endure the unendurable and bear the unbearable." In great detail,



John W. Dower

Dower describes the suffering of the Japanese people after the surrender; how Hirohito remained on the Chrysanthemum Throne despite recommendations that he be tried as a war criminal or abdicate or even commit suicide; how the Meiji Constitution based on German and British law was replaced by a constitution drafted in one week by 16 U.S. military officers and eight civilians in General Douglas MacArthur's occupation headquarters; the war crimes trials; and other events that led Japan to a new place in the world. While trying to establish democracy in Japan including freedom of expression, the U.S.-led occupation censored newspapers, magazines, books, radio, films and plays, sometimes with contradictory effects. Dower writes: "Whereas the defendants at the Tokyo [war crimes] trials were provided [by the U.S. military] with committed defense counsel, the media were required to uncritically support the prosecution's arguments as well as the tribunal's eventual judgment." On occupation censorship: "Can anyone really believe that no harm was done to postwar political consciousness by a system of secret censorship and thought control that operated under the name of 'free expression'—indeed, waved this banner from the rooftops—and yet drastically curbed any criticism of General MacArthur, SCAP [Supreme Command for the Allied Powers] authorities, the entire huge army of occupation, occupation policy in general, the United States and other victorious Allied powers, the prosecution's case as well as the verdicts in the war-crimes trials, and the emperor's personal war responsibility once the victors pragmati-

cally decided that he had none?" Dower, a history professor at the Massachusetts Institute of Technology, bases his book largely on Japanese sources. But he also drew material from several foreign correspondents including the late **Russell Brines**, author of "MacArthur's Japan" [Philadelphia/New York: Lippincott, 1948] and an AP correspondent in Tokyo and Manila before World War II and in Japan immediately after the war. Other newsmen sources for Dower's book include **Frank Kluckhohn**, a *New York Times* correspondent who, a footnote reports, "spent 10 minutes [a month after the surrender] speaking through an interpreter with the emperor, observing the ground rules that he would 'ask no questions' at this unprecedented personal meeting;" **Arnold C. Brackman**, United Press, *The Christian Science Monitor* and author of "The Other Nuremberg: The Untold Story of the Tokyo War Crimes Trial" [New York: Morrow, 1987]; **Hanson Baldwin**, *The New York Times*; American journalist **Mark Gayn**; and **Ivan P. Hall**, *Philadelphia Bulletin*.

- **William L. Shirer** was one of the few U.S. radio correspondents who broadcast regularly from Europe before World War II. His CBS broadcasts on what life was like while war developed are collected in "This Is Berlin: Radio Broadcasts from Nazi Germany" [Woodstock, New York: Overlook]. The collection "is a comprehensive and detailed journal by a reporter gifted with a camera eye and a tape-recorder ear," reviewer **David Murray** wrote in *The New York Times*. "Shirer chronicled both great events and day-to-day life in Germany....As the war intensified, censorship increased to the point where not only were Shirer's scripts butchered but a bureaucrat sat beside him in the broadcast studio, noting whether his delivery seemed objective or was ironic or disparaging or disingenuous." Shirer, who died in 1993, reported from Germany 1925-1940 and wrote several books including "Berlin Diary" [New York: Knopf, 1941] and "Rise and Fall of the Third Reich" [New York: Simon & Schuster, 1960].

- **Gelareh Asayesh** has lived a life divided between two cultures. Born in Iran, she came to the United States in 1970, when she was a child, and stayed two years. Seven years later at age 15, she returned to the United States with her parents and sister as an immigrant. During the next 14 years through high school, college and a career as a reporter with *The*

Boston Globe, *The Miami Herald* and *The Baltimore Sun*, she lived continuously in the States. But in 1990, after marrying an American, she began regular visits back to her homeland to reestablish contacts with family and friends and retrieve lost connections with the past. Asayesh writes about her split life in "Saffron Sky: A Life Between Iran and America" [Beacon]. Reviewing the book in *The Washington Post*, novelist **Wendy Law-Yone** commented: "Asayesh writes persuasively and with refreshing candor not only about the conflicts of exile but about the declared motives of immigrants. 'The mythology says that people like myself come to this country seeking freedom.' But 'the desire to live in a democracy is not, I suspect our primary motive.' 'We stayed in America because it offered us a better life ...because we had changed, like an animal that, adapting to a new habitat, is no longer suited to the old.'"

- The late **H. L. (Steve) Stevenson**, former president of both the OPC and the OPC Foundation, is remembered in "Donald's World: A Family History and Memoirs of a Journalist and Professor" [Xlibris Corporation] by Donald U. Reed. Stevenson was an important player in Reed's 34-year career with UP and UPI. In 1979 when Steve was the wire service's editor in chief, he appointed Reed to be UPI's world-wide managing editor. When Reed resigned in 1983 and joined Oklahoma State University as an assistant professor of journalism, he received an appropriate gift from Stevenson: the second edition of **Henry W. Fowler's** "Modern English Usage," inscribed by Steve, "Every professor's best friend!" Reed joined United Press in 1950 at \$32 a week for a six-day work week in its two-person bureau in Fresno, California, located "in a closet one floor below the *Fresno Bee* news room. There was no heat in the winter and no air conditioning in the summer." When reporters were overwhelmed by events close to home, Steve kept them focused on



Donald U. Reed

the big picture. Reed recalled when "the big news of the day was an appeal court hearing for Richard Burton and Elizabeth Taylor [in their divorce suit]. 'Keep the copy short,' Steve said. 'There are more important things happening, like the Vietnam War.'"

New Books

• Former OPC president **Leonard Saffir** was an INS correspondent in Tokyo, 1955-1958; founder and editor of *The Latin American Times* in 1965, the short-lived New York *Trib* in 1978 and the weekly *Bridgehampton Sun* in 1980; an aide to Republican U.S. Senator James Buckley; and a public relations professional. In the second edition of his "Power



Leonard Saffir

Public Relations: How to Master the New PR" [NTC Publishing], Saffir discusses what he calls the "sophisticated techniques which are being used today to influence thinking and shape public reaction in ways

undreamed of a few years ago." To illustrate, he draws on his experiences with the White House, Hollywood, Donald Trump, Zsa Zsa Gabor, Imelda and Ferdinand Marcos, and others. When Marcos was a young Philippine senator, he hired Saffir and "was very clear about my assignment: make him president of the Philippines, his wife the first lady." Saffir's strategy was to publicize Marcos in the United States, because "in those days, no country, no people, loved America and everything about America the way the Filipinos did. If you made it in America, you could make it anywhere, especially in the Philippines." For Marcos and his wife, Saffir arranged press interviews in the United States, set up speaking engagements including one at the OPC and persuaded an American author, **Hartzell Spence**, to write a Marcos biography for \$15,000: "For Every Tear a Victory" [New York: McGraw-Hill,

1964]. The U.S. travels generated front page articles about Marcos in Philippine newspapers. "The relatively unknown Marcos was treated back home like a chief of state traveling abroad," Saffir writes. In 1965, Marcos won the Philippine presidential election by 670,000 votes.

• The sub-titles of "The British on Broadway—Backstage and Beyond" by new OPC member **Elizabeth Sharland** encapsulates her book: "Follow the Footsteps of the Legendary Knights, Irving, Olivier and Coward. A Guide to the British Invasion of Broadway Including Walks Through New York's Theatreland." In her introduction, Sharland writes: "In this book I try to record the earlier times when the first British actors went to New York, where they stayed, and where they were wined and dined by the old style impresarios, up to the time when Binki Beaumont was still running the West End, and the transfer of a play to New York was something special." In the foreword, **Sheridan Morley**, drama critic of the *Spectator* and the *International Herald Tribune*, comments: "Once again Eliza-



Elizabeth Sharland

beth Sharland has managed to combine theatrical and social history in, so far as I know, the first-ever inclusive account of the Brits on Broadway, what the invasion did both to the invaders and the invaded. ...This is the story of how, for a brief shining moment, Leicester Square got to Times Square."

• OPC president **Roy Rowan** is not the only correspondent fascinated by fishing. Read his "Surfcasters' Quest: Seeking Stripers, Blues and Solitude at the Edge of the Surging Sea" [New York: The Lyons Press] (December *Bulletin*). Now **Robert Hughes**, *Time* magazine's art critic who suffered a near-death auto accident while returning from a fishing trip when he was on a TV assignment in Australia last year (November *Bulletin*), describes his fishing experiences in "A Jerk On One End: Reflections of a Mediocre Fisherman" [New York: Library of Contemporary Thought/Ballantine]. On jigging for bluefish, Hughes writes: "It is not the most refined form of fishing, but there is something agreeably basic and brutish about it, and women, I have noticed love it; it speaks to the latent maenad in them." Into accounts of his fishing adventures, Hughes weaves wisdom and poetry from Walt Whitman, W. H. Auden, John Donne and others.

• For three years, **Anna Reid** lived in Kiev as correspondent for the *Economist* and the *Daily Telegraph*, and she has written for *The Washington Post* and the *Spectator*. In "Borderland: A Journey Through the History of Ukraine" [Boulder, Colorado: Westview Press], she relates past events to a modern context. On her book the *Financial Times* commented: "A beautifully written evocation of Ukraine's brutal past and its shaky efforts to construct a better future....Reid summons up the rogues and poets of Ukraine's past with a deft touch, but her real theme is the tragedy which has been Ukraine's lot for much of its history." *The Times* of London wrote that Reid "is

(Continued on Page 11)

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SAVE THE DATE
OPC ANNUAL
AWARDS DINNER

Thursday, April 27
at the Grand Hyatt
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